

Rep Order# 6832098 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104468
EC'd Yes Last Received: Printed: 08/02/2012 9:07 AM
SC=*

Advertiser () HORSFORD FOR CONGRESS
Product HORSFORD 4 CONGRESS
Estimate# 1366
Buyer Jesse Demastrie
Phone# Fax#
Showing BuyLines: All Lines

Station KSNV-TV LAS VEGAS, NV.

Agency () GMMB
3050 K ST NW

WASHINGTON, DC 20007

Agency CPM/PZE 115/122/1366

Flight Dates 10/16/2012 - 10/22/2012

Hiatus Weeks

Rep Firm	() PHILADELPHIA
Sales Office	() PHILADELPHIA
Salesperson	() AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

— CONTRACT COMMENT —

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
1	1	TU-F, M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$100.00	10/16-10/22	5	1	5	\$500.00	
5	5	TU-F, M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$190.00	10/16-10/22	5	1	5	\$950.00	
9	9	TU-F, M	7A-9A	TODAY SHOW	:30	\$250.00	10/16-10/22	10	1	10	\$2,500.00	
13	13	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$125.00	10/20-10/20	1	1	1	\$125.00	
14	14	SU	7A-8A	TODAY ON SUNDAY	:30	\$250.00	10/21-10/21	1	1	1	\$250.00	
15	15	SU	8A-9A	MEET THE PRESS	:30	\$1,900.00	10/21-10/21	1	1	1	\$1,900.00	
16	16	TU-F, M	9A-10A	TODAY SHOW II	:30	\$150.00	10/16-10/22	3	1	3	\$450.00	
20	20	TU-F, M	10A-11A	TODAY SHOW III	:30	\$100.00	10/16-10/22	4	1	4	\$400.00	
24	24	TU-F, M	11A-12P	RACHEL RAY	:30	\$100.00	10/16-10/22	4	1	4	\$400.00	
28	28	TU-F, M	12P-1230P	NEWS 3 AT NOON	:30	\$125.00	10/16-10/22	4	1	4	\$500.00	
32	32	TU-F, M	2P-3P	THE DOCTORS	:30	\$100.00	10/16-10/22	4	1	4	\$400.00	
36	36	SU	9A-930A	NEWS 3 TODAY/WKEND	:30	\$125.00	10/21-10/21	1	1	1	\$125.00	
41	41	TU-F, M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$175.00	10/16-10/22	4	1	4	\$700.00	

Rep Order# 6832098 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

2 of 4

Station KSNV-TV LAS VEGAS, NV.

Advertiser () HORSFORD FOR CONGRE

Product HORSFORD 4 CONGRESS

Estimate# 1366

Buyer Jesse Demastrie

Phone#

Fax#

LT

Ln

Day

Time

Program

Len

Rate

Dates

Spots/Week

of Weeks

Total Spots

Total Cost

Daypart

Agency () GM&B 3050 K ST NW WASHINGTON, DC 20007	Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY	Rep Firm	Printed: 08/02/2012 9:07 AM
Agency C/P/U/P2/E 115/122/1366	Salesperson Phone# 215-568-6540	Salesperson FAX# 215-568-1845	
Flight Dates 10/16/2012 - 10/22/2012			
Hiatus Weeks			
45 TU-F, M 430P-5P NEWS 4 AT 430P :30 \$175.00 10/16-10/22 4 1 4 \$700.00			
49 TU-F, M 5P-630P EARLY NEWS :30 \$265.00 10/16-10/22 4 1 4 \$1,060.00			
53 TU-F, M 630P-7P JEOPARDY :30 \$260.00 10/16-10/22 5 1 5 \$1,300.00			
57 TU-F, M 7P-730P WHEEL OF FORTUNE :30 \$260.00 10/16-10/22 5 1 5 \$1,300.00			
61 SA 630P-7P JEOPARDY :30 \$175.00 10/20-10/20 1 1 1 1 \$175.00			
62 SA 7P-730P WHEEL OF FORTUNE :30 \$175.00 10/20-10/20 1 1 1 1 \$175.00			
63 M 10P-11P REVOLUTION :30 \$1,000.00 10/22-10/22 1 1 1 1 \$1,000.00			
67 TU 10P-11P PARENTHOOD :30 \$900.00 10/16-10/16 1 1 1 1 \$900.00			
68 TH 10P-11P ROCK CENTER :30 \$950.00 10/18-10/18 1 1 1 1 \$950.00			
69 F 10P-11P DATELINE NBC :30 \$1,000.00 10/19-10/19 1 1 1 1 \$1,000.00			
70 SA 10P-11P LAW & ORDER: SVU :30 \$500.00 10/20-10/20 1 1 1 1 \$500.00			
71 SU 10P-11P LAW & ORDER AFTER NFL :30 \$350.00 10/21-10/21 1 1 1 1 \$350.00			
72 TU-F, M 11P-1135P NEWS 3 NIGHTSIDE :30 \$275.00 10/16-10/22 5 1 5 \$1,375.00			
76 SA 11P-1135P NEWS 3 NIGHTSIDE :30 \$285.00 10/20-10/20 1 1 1 1 \$285.00			
77 SU 11P-1135P NEWS 3 NIGHTSIDE :30 \$285.00 10/21-10/21 1 1 1 1 \$285.00			
78 TU-F, M 1135P-1235A TONIGHT SHOW W/ JAY LENO :30 \$150.00 10/16-10/22 5 1 5 \$750.00			

Last Received: 07/18/2012 4:02 PM

Showing Buylines: All Lines

Rep Order# 6832098 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104468
EC'd Yes Last Received: 07/18/2012 4:02 PM

Printed: 08/02/2012 9:07 AM
Showing Buylines: All Lines

3 of 4

Station	KSNV-TV LAS VEGAS, NV.				Traffic Order# 104468			
Advertiser	() HORSFORD FOR CONGRE				Last Received: 07/18/2012 4:02 PM			
Product	HORSFORD 4 CONGRESS				Showing Buylines: All Lines			
Estimate#	1366							
Buyer	Jesse Demastrie							
Phone#								
Fax#								
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week # of Weeks
								Total Spots Total Cost Daypart
---	---	---	---	---	---	---	---	---
82	SA	1130P-1A	SATURDAY NIGHT LIVE		:30	\$400.00	10/20-10/20	1 1 1 \$400.00
84	SA	7A-9A	SATURDAY TODAY		:30	\$175.00	10/20-10/20	1 1 1 \$175.00
85	SU	6A-7A	NEWS 3 AT SUNRISE		:30	\$110.00	10/21-10/21	1 1 1 \$110.00
86	SU	930A-10A	CHRIS MATHEWS SHOW		:30	\$175.00	10/21-10/21	1 1 1 \$175.00
87	M	8P-10P	THE VOICE		:30	\$1,100.00	10/22-10/22	1 1 1 \$1,100.00
91	TU	8P-10P	THE BIGGEST LOSER		:30	\$950.00	10/16-10/16	0 0 0 \$0.00
92	W	9P-10P	ROCK CENTER		:30	\$1,300.00	10/17-10/17	1 1 1 \$1,300.00
93	W	10P-11P	CHICAGO FIRE		:30	\$1,000.00	10/17-10/17	1 1 1 \$1,000.00
97	SU	530P-830P	SUN NT FB: PITT @ CIN		:30	\$4,000.00	10/21-10/21	1 1 1 \$4,000.00
—REPORT TOTALS—								
Report Totals: 97 / \$30,165.00								
—SALES MONTHLY TOTALS—								
Report Totals: 97 / \$30,165.00								
Oct 12: 97 / \$30,165.00								
Sales Totals: 97 / \$30,165.00								
Station Totals: 97 / \$30,165.00								
Lines not sent/rclcd/rtrn: 0 / \$0.00								
—COMPETITIVE—								
Market Totals		\$116,019	CATV 0%	KBLR 0%	KINC 0%	KLAS 30%	KSNV 26%	
			KINN 20%	KIUD 1%	KIVW 3%	KVAN 5%	KVVU 15%	

Rep Order# 6832098 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104468
EC'd Yes Printed: 08/02/2012 9:07 AM

Last Received: 07/18/2012 4:02 PM
Showing Buylines: All Lines

4 of 4

Station KSNV-TV LAS VEGAS, NV.
Advertiser () HORSFORD FOR CONGRE
Product HORSFORD 4 CONGRESS
Estimate# 1366
Buyer Jesse Demastrie
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 115/122/1366
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

XXXX 0%

—COMPETITIVE COMMENTS—
EST SHARES

Books NOV12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

— CREDIT RISK —

CASH IN ADVANCE

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845